

A SUBSTITUTE ORDINANCE

05-O - 1469

BY: COUNCILMEMBER IVORY YOUNG

Z-05- 89

AN ORDINANCE TO AMEND SECTION 16-28A.010(34) OF THE CITY OF ATLANTA ZONING CODE SO AS TO ALLOW MUSEUM SIGNATURE SIGNS ON MUSEUMS WITH A GROSS FLOOR AREA GREATER THAN 75,000 SQUARE FEET; TO DEFINE MUSEUMS IN SPI-13; AND FOR OTHER PURPOSES

WHEREAS, the City of Atlanta Sign Ordinance, Section 16-28A.007(p) only allows Building Signature Signs on buildings of four (4) or more stories in height and limits them to 5% of the area of the wall to which it is affixed; and

WHEREAS, museums and similar exhibition places open to the public and attractive to tourists are vitally important to the continued economic redevelopment of the downtown area; and

WHEREAS, certain facilities of 75,000 sq. ft. or larger are being constructed and planned for land surrounding Centennial Olympic Park which is located in SPI 13, subareas 1, 2, 3 and 4; and

WHEREAS, the current sign ordinance limits the signage available for these facilities to those same standards used to regulate building signature signs elsewhere in the City;

WHEREAS, Centennial Olympic Park and the immediately surrounding subareas are envisioned as destination location for tourists and residents alike and such museum projects are in keeping with the vision and active streetscape development envisioned in SPI -13; and

WHEREAS, it is in the best interest of the City of Atlanta that these facilities be allowed to alternative choices in the location of their signage while not increasing the overall amount of allowed signage so that they will be easily identifiable to its citizens and visitors and help to create a more interesting and diverse streetscape;

THE CITY COUNCIL OF THE CITY OF ATLANTA GEORIGIA HEREBY ORDAINS:

Section 1. That Section 16-28A.010(34) of the City of Atlanta Sign Ordinance is amended by adding a new paragraph (a) to read as follows:

- (a) Notwithstanding the restriction set forth in Sec. 16-28A.007(p)(1) and Sec. 16-28A.007(p)(3), in Subareas 1, 2, 3, and 4 of this district, museum signature signs are allowed on museums with a gross floor area greater than 75,000 square feet and such museums may combine the 5% allocation allowed for such signs on wall of the museum building. No other museum signature signs shall be allowed on other walls of the museum building where the option to combine the 5% per wall allocation is utilized to increase the size of the museum signature sign on any other wall of the museum building.
- (b) For the purposes of this district a museum signature sign means a building signature sign on a museum. For the purposes of this definition, a museum is a facility meeting the following criteria:
 - (1) Is used for educational or preservation purposes;
 - (2) Owns or utilizes tangible inanimate objects of historical or cultural significance;
 - (3) Is organized for the care of those objects and exhibits them to the public on a regular schedule;
 - (4) Interprets the cultural heritage or history of the city, the state or the nation, natural history, or the history of science, technology or business;
 - (5) Devotes less than 15% of the floor area of the primary building for retail, restaurant or other commercial purposes, excluding any parking facilities. For the purposes of this definition, the "floor are" of a museum shall be measured in the same manner as the floor area of business, commercial and industrial buildings. .

Section 2. That all ordinances or parts of ordinances in conflict with this ordinance shall be repealed for the purpose of the ordinance only.